

## CLAIMS

What is claimed is:

- 1 1. A method for alerting a user to a promotional offer for a product, comprising the  
2 steps of:  
3 (a) receiving a representation of a bar code from a user, wherein the representation  
4 of the bar code is associated with a product;  
5 (b) generating a relationship between the user and the product;  
6 (c) storing the relationship between the user and the product in a database;  
7 (d) performing a search for matching a promotional offer to the product; and  
8 (e) outputting the promotional offer to the user based on the relationship of the user  
9 with the product.
  
- 1 2. A method as recited in claim 1, wherein the promotional offer is selected based  
2 on criteria input by the user.
  
- 1 3. A method as recited in claim 2, wherein the criteria is selected from a group  
2 consisting of: a price of the product, a location of a vendor of the product, a  
3 date, a time, wrapping of the product, shipment of the product, and ability to  
4 pick up the product.
  
- 1 4. A method as recited in claim 1, wherein the promotional offer is output to a web  
2 page of a network data site, wherein the user accesses the web page for viewing  
3 the promotional offer.
  
- 1 5. A method as recited in claim 1, wherein content relating to the product is also  
2 output to the user.

- 1 6. A method as recited in claim 1, wherein the promotion offer is output to a client  
2 device of the user, wherein the client device is selected from the group  
3 consisting of: a personal computer, a scanner, a portable computing device, a  
4 telephone, a pager, and a facsimile machine.
  
- 1 7. A computer program product for alerting a user to a promotional offer for a  
2 product, comprising:
  - 3 (a) computer code for receiving a representation of a bar code from a user, wherein  
4 the representation of the bar code is associated with a product;
  - 5 (b) computer code for generating a relationship between the user and the product;
  - 6 (c) computer code for storing the relationship between the user and the product in a  
7 database;
  - 8 (d) computer code for performing a search for matching a promotional offer to the  
9 product; and
  - 10 (e) computer code for outputting the promotional offer to the user based on the  
11 relationship of the user with the product.
  
- 1 8. A computer program product as recited in claim 7, wherein the promotional  
2 offer is selected based on criteria input by the user.
  
- 1 9. A computer program product as recited in claim 8, wherein the criteria is  
2 selected from a group consisting of: a price of the product, a location of a  
3 vendor of the product, a date, a time, wrapping of the product, shipment of the  
4 product, and ability to pick up the product.
  
- 1 10. A computer program product as recited in claim 7, wherein the promotional  
2 offer is output to a web page of a network data site, wherein the user accesses  
3 the web page for viewing the promotional offer.

1 11. A computer program product as recited in claim 7, wherein content relating to  
2 the product is also output to the user.

1 12. A computer program product as recited in claim 7, wherein the promotion offer  
2 is output to a client device of the user, wherein the client device is selected from  
3 the group consisting of: a personal computer, a scanner, a portable computing  
4 device, a telephone, a pager, and a facsimile machine.

1 13. A system for alerting a user to a promotional offer for a product, comprising:  
2 (a) logic for receiving a representation of a bar code from a user, wherein the  
3 representation of the bar code is associated with a product;  
4 (b) logic for generating a relationship between the user and the product;  
5 (c) logic for storing the relationship between the user and the product in a database;  
6 (d) logic for performing a search for matching a promotional offer to the product;  
7 and  
8 (e) logic for outputting the promotional offer to the user based on the relationship of  
9 the user with the product.

1 14. A system as recited in claim 13, wherein the promotional offer is selected based  
2 on criteria input by the user.

1 15. A system as recited in claim 14, wherein the criteria is selected from a group  
2 consisting of: a price of the product, a location of a vendor of the product, a  
3 date, a time, wrapping of the product, shipment of the product, and ability to  
4 pick up the product.

1 16. A system as recited in claim 13, wherein the promotional offer is output to a  
2 web page of a network data site, wherein the user accesses the web page for  
3 viewing the promotional offer.

1 17. A system as recited in claim 13, wherein content relating to the product is also  
2 output to the user.

1 18. A system as recited in claim 13, wherein the promotion offer is output to a client  
2 device of the user, wherein the client device is selected from the group  
3 consisting of: a personal computer, a scanner, a portable computing device, a  
4 telephone, a pager, and a facsimile machine.